

Course Syllabus

COURSE TITLE:	International Business	TERM & YEAR:	Spring Term 1 2013
BA343		TIME & PLACE:	Tuesday 6 - 10
NUMBER OF CREDIT HOURS:	3	PHONE:	Cell 631-335-5250 Home 574-217-8726
INSTRUCTOR:	Gerard Arthus	OFFICE LOCATION:	Trine, Mishawaka
		INSTRUCTOR EMAIL:	garthus801@gmail.com

COURSE DESCRIPTION:

This course discusses economic principles of trade as applied to international business, world trade environment and trends, world geography and culture as it impacts international trade, knowledge of the operation of importing and exporting, aspects of manufacturing and marketing in foreign markets, and the application of the functions and of business to an international business operation.

Supplemental TEXT: International Business: The New Realities, 2nd Edition, Cavusgil, Knight, and Riesenberger

OBJECTIVES: Upon completion of this course, the student should be able to:

- 1) Understand importance of studying international business
- 2) Understand principles of trade
- 3) Understand importance of culture and ethics in international business
- 4) Understand importing and exporting, and its effect on domestic businesses
- 5) Understand aspects of manufacturing and marketing
- 6) Understand various functions of business in international business operations
- 7) Learn various cultures and mores of foreign countries

COURSE REQUIREMENTS: You are an adult learner and learning this material is your responsibility. As an instructor, I am a facilitator helping you in the learning process. Please note that there could be information on exams that may not have been discussed in class due to time restraints. If you have properly prepared for class by reading the assigned chapters, this should not result in a problem for you. This is NOT a traditional semester class, and there is a lot of material to learn in 8 weeks. The pace will be rapid; however, I am available to you via email, or by phone, for any questions you may have. I am also usually early for class, which would also be a good time to ask any questions.

ATTENDANCE/PARTICIPATION: Attendance will be taken daily. You will be awarded for time spent in the classroom. Learning not only comes from your instructor and the resources assigned for this class, but also from input provided by you and your classmates. If you are not in class, you not only miss the in-class information shared that evening, but we will have missed any input you would have provided.

GRADING/EVALUATION: The instructor will award points for activities (e.g. exams, paper, etc.) throughout the term. At the end of the term, your final grade will be determined by a comparison of your accumulated points with the total possible points. Grading scale (by percentages):

90 - 100 = A	77 - 79 = C+	60 - 66 = D
87 - 89 = B+	70 - 76 = C	0 - 59 = F
80 - 86 = B	67 - 69 = D+	

OTHER POLICIES:

Consult the web-assist site at:

<http://www.openeducation.org/moodle>

For the Weekly Schedule, resources, assignments and activities which will be required for the completion of the coursework. Everything required for the course can be found on this site. You can log in as 'guest' until you are given your username and password.

1. Steady class ATTENDANCE (see attendance policy)
2. All assignments will be due by the last week of the term.
3. EXAMINATIONS can be made-up if there is an emergency that necessitates your absence.